

ORDER



Orders
Order / Rev: 699889
Alt Order #: 06235545
Product Desc: PRIORITIES USA ACTIO
Estimate: 1521
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G St SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	27	\$18,975.00	\$16,128.75
08/27/12	08/27/12	6	\$4,525.00	\$3,846.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	27	\$18,975.00	\$16,128.75	0.00
September 2012	6	\$4,525.00	\$3,846.25	0.00
Totals	33	\$23,500.00	\$19,975.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/24/12	08/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$500.00		0.00						
2	WKYC	08/24/12	08/24/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$500.00		0.00						
3	WKYC	08/24/12	08/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$650.00		0.00						
4	WKYC	08/24/12	08/24/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$850.00		0.00						
5	WKYC	08/24/12	08/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Advertiser: Priorities USA Action
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	08/24/12	08/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$375.00		0.00						
6	WKYC	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$600.00		0.00						
7	WKYC	08/27/12	08/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$650.00		0.00						
8	WKYC	08/27/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$850.00		0.00						
9	WKYC	08/27/12	08/27/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$850.00		0.00						
10	WKYC	08/27/12	08/27/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$1,200.00		0.00						
11	WKYC	08/27/12	08/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$375.00		0.00						
12	WKYC	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$850.00		0.00						
13	WKYC	08/26/12	08/26/12	Sun 12x-1x Sun 12x-1x	CM	12a-1a	-----S	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
ET WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$75.00		0.00						
14	WKYC	08/26/12	08/26/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$1,800.00		0.00						
15	WKYC	08/23/12	08/23/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$600.00		0.00						
16	WKYC	08/23/12	08/23/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	---T---	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
CH3 NWS MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---T---	1		\$250.00		0.00						
17	WKYC	08/23/12	08/23/12		CM	4p-5p	---T---	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-5p Ellen Degeneres															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---T---	1		\$425.00		0.00						
18	WKYC	08/23/12	08/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---T---	1		\$1,800.00		0.00						
19	WKYC	08/23/12	08/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---T---	1		\$850.00		0.00						
20	WKYC	08/23/12	08/23/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---T---	1		\$850.00		0.00						
21	WKYC	08/23/12	08/23/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	---T---	1		\$1,200.00		0.00						
22	WKYC	08/21/12	08/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-T-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
GOOD COMPNY TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-T-----	1		\$225.00		0.00						
23	WKYC	08/21/12	08/21/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-T-----	1		\$600.00		0.00						
24	WKYC	08/21/12	08/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-T-----	1		\$425.00		0.00						
25	WKYC	08/21/12	08/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-T-----	1		\$650.00		0.00						
26	WKYC	08/21/12	08/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-T-----	1		\$850.00		0.00						
27	WKYC	08/21/12	08/21/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-T-----	1		\$850.00		0.00						
28	WKYC	08/22/12	08/22/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--W----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	--W----	1		\$225.00		0.00						
29	WKYC	08/22/12	08/22/12		CM	1237a-136a	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00

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WKYC

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				Late Night											
				Late Night w/Jimmy Fallon											
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----			1		\$500.00		0.00				
30	WKYC	08/22/12	08/22/12	M-F 5-6p	CM	5p-6p	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----			1		\$650.00		0.00				
31	WKYC	08/22/12	08/22/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----			1		\$850.00		0.00				
32	WKYC	08/22/12	08/22/12	M-F 730-8p	CM	730-8p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Entertainment Tonight											
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----			1		\$1,200.00		0.00				
33	WKYC	08/22/12	08/22/12	M-F 9-10a Today II	CM	9a-10a	--W----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
				Today Show II											
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----			1		\$375.00		0.00				
													Totals	33	\$23,500.00